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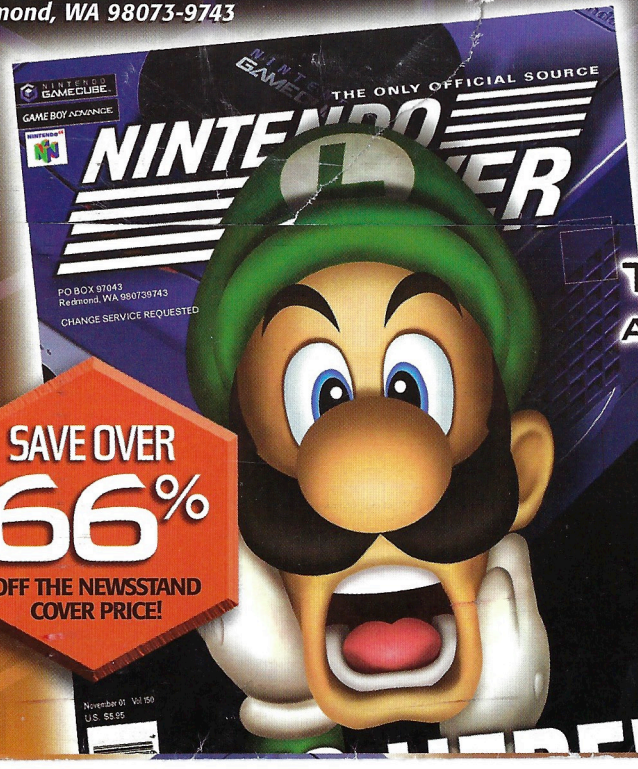

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WERE YOU BORN TO PLAY?

ENTER NOW FOR A CHANCE TO WIN A NINTENDO GAMECUBE™

Enter the **Nintendo GameCube™ Born to Play Sweepstakes now!** 12 Grand Prize winners get the new Nintendo GameCube system, plus a Controller and your choice of one of the hottest GCN titles!

Wow! Just look at what you'll win:

> ***Nintendo GameCube™*** *Video Game System*
> ***Nintendo GameCube™*** *Controller*
> ***Nintendo GameCube™*** *Game of Choice*

Enter now at: www.nintendopower.com/borntoplay/

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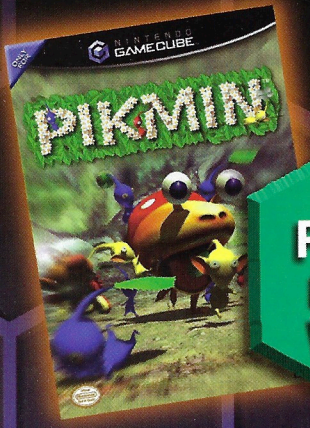
HERE'S EVEN MORE POWER TO WIN!



The **Nintendo GameCube™ Born to Play Sweepstakes** gives you even more ways to win!

1ST PRIZE
60 Lucky Winners!

60 1st Prize winners get:
> ***Nintendo GameCube™*** *Game of Choice –*
for a whole new level of play!

CHOOSE FROM: *Luigi's Mansion™, Wave Race® Blue Storm,* Star Wars® *Rogue Squadron® II: Rogue Leader™, Pikmin™, NBA Courtside 2002, Super Smash Bros.™ Melee and more!*

2ND PRIZE
120 Lucky Winners!

120 2nd Prize winners get:
> ***Nintendo GameCube™*** *Controller –*
to take hold of the next level of action!

You could win! Log on now at: www.nintendopower.com/borntoplay/

Nintendo GameCube™ Born to Play Sweepstakes
Official Rules and Regulations

ELIGIBILITY
NO PURCHASE NECESSARY TO ENTER OR WIN; PURCHASE WILL NOT INCREASE ODDS OF WINNING. SWEEPSTAKES OPEN ONLY TO RESIDENTS OF THE FIFTY UNITED STATES AND CANADA (EXCLUDING QUEBEC). NINTENDO OF AMERICA INC. ("SPONSOR") RESERVES THE RIGHT NOT TO AWARD PRIZES TO ENTRANTS WHO RESIDE IN OTHER JURISDICTIONS. To be eligible to win a prize, entries must be completed and received by Sponsor in the format designated below. Directors, officers and employees of Sponsor and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win any prizes. All applicable federal, state and local laws and regulations apply. Offer void where prohibited. There is no limit to the number of entries for one person.

DISCLAIMER
Sponsor, all participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Sweepstakes disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or (d) any printing or typographical errors in any materials associated with the Sweepstakes.

SWEEPSTAKES PERIOD
The Sweepstakes period is from 11/01/01 to 12/31/01 (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize.

PRIZES
On or about 01/15/02, prize winners will be randomly selected by a random drawing from all eligible entries received by the Deadline. Grand Prize: Twelve (12) Grand Prize winners will receive a Nintendo GameCube console, a Nintendo GameCube controller and a Nintendo GameCube game of their choice from a list of available games. (Approximate Retail Value (ARV): $300.00 ea). First Prize: Sixty (60) entrants will each receive a Nintendo GameCube game of their choice from a list of available games. (ARV: $50.00 ea). Second Prize: One hundred and twenty (120) entrants will each receive a Nintendo GameCube controller (ARV: $35.00 ea). Total ARV of all prizes: $10,800. Winners will be notified by telephone or e-mail by 01/30/02. To claim a prize, winners should follow the instructions contained in their notification. Actual model, color, accessories and features of the prizes awarded shall be selected by Sponsor in its sole discretion and may vary from photos used in print, Sponsor in-store advertising, CD ROM demo disks, and in electronic and web banner advertising including the Sponsor website.

Odds of winning a prize depend on number of eligible entries received. Many will enter, a few will win. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER. All prizes will be awarded. Prizes returned as undeliverable or otherwise not claimed within 14 days after delivery of notification will be forfeited and awarded to an alternate winner. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any prize. Prizes won by a minor (as determined by the laws of state or province of residence) will be awarded to a parent or legal guardian on the minor's behalf. Limit one prize per household or address. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

HOW TO ENTER
Go to www.nintendopower.com/borntoplay/ then complete an online entry form or send in an entry form including your name, address, age, phone number and e-mail address to ATTN: Born to Play Sweepstakes, PO Box 97085, Redmond, WA 98073-9785. By entering the Sweepstakes, you consent to being placed on a mailing list for promotional and other purposes.

GENERAL RELEASE
By entering the Sweepstakes, you (and, if you are a minor, your parents or legal guardians) release Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Sweepstakes or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. IF YOU ARE A MINOR, YOUR PARENTS OR LEGAL GUARDIANS FURTHER AGREE TO INDEMNIFY EACH OF THE RELEASED PARTIES FROM ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES DESCRIBED IN THE PRECEDING PARAGRAPH WHICH MAY BE SUFFERED BY YOU.

USE OF WINNER'S NAME, LIKENESS, ETC.
Except where prohibited by law, entry into the Sweepstakes constitutes permission to use winners' name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, winners may be required to execute a consent to the use of their name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation.

AFFIDAVIT & RELEASE
As a condition of being awarded any prize, winners (and if winner is a minor, winner's parent or legal guardian) may be required to execute and deliver to Sponsor a signed affidavit of eligibility and acceptance of these Official Rules and release of liability.

WINNERS LIST; RULES REQUEST
For a copy of the winners list, send a stamped, self-addressed, business-size envelope after 01/15/02 and before 01/015/03 to Sponsor at the address listed below, Attn: Born to Play Sweepstakes Winners List. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to Sponsor at the address listed below, Attn: Born to Play Sweepstakes Rules Request. Residents of VT may omit return postage.

MISCELLANEOUS
The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the State of Washington. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Sweepstakes or any entrant's participation in the Sweepstakes should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Sweepstakes or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Sweepstakes as planned. Entrants who violate these Official Rules, tamper with the operation of the Sweepstakes or engage in any conduct that is detrimental or unfair to Sponsor, the Sweepstakes or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Sweepstakes. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Sweepstakes. If you have any questions about these Official Rules or the Sweepstakes, please email them to Nintendo@noa.nintendo.com or send written questions to Nintendo of America Inc., Customer Service, 4820 150th Avenue NE, Redmond, Washington 98052.

SPONSOR
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